PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86031010
LAW OFFICE ASSIGNED	LAW OFFICE 114
MARK SECTION (no change)	
ARGUMENT(S)	
Please see the actual argument text attached within the Evidence section.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_20722921945-20141013181620174449_._Request_for_Reconsideration_101314.pdf
CONVERTED PDF FILE(S) (4 pages)	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0003.JPG
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ORIGINAL PDF FILE	evi_20722921945-20141013181620174449_._Notice_of_Appeal_101314.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0007.JPG
DESCRIPTION OF EVIDENCE FILE	a Request for Reconsideration and a Notice of Appeal (concurrently filed with the Trademark Trial and Appeal Board)
ADDITIONAL STATEMENTS SECTION	
DISCLAIMER	No claim is made to the exclusive right to use SOLUTIONS apart from the mark as shown.
SECTION 2(f)) Claim of Acquired Distinctiveness, BASED ON EVIDENCE	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	e2f-20722921945-181620174_._Executed_Dec_of_Distinctiveness_101314.pdf
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0008.JPG
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	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0012.JPG
ORIGINAL PDF FILE	e2f-20722921945-181620174_._Exhibits_A-N.pdf
CONVERTED PDF FILE(S) (20 pages)	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0013.JPG
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	\\TICRS\EXPORT16\IMAGEOUT16\860\310\86031010\xml8\RFR0032.JPG
MISCELLANEOUS STATEMENT	In the event that the Examining Attorney does not accept Applicant's 2(f) claim, in the alternative, Applicant requests that this application be amended to seek registration on the Supplemental Register.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Linda M. Byrne/
SIGNATORY'S NAME	Linda M. Byrne
SIGNATORY'S POSITION	Attorney of record, Minnesota bar member
SIGNATORY'S PHONE NUMBER	651-259-2302
DATE SIGNED	10/13/2014
RESPONSE SIGNATURE	/Linda M. Byrne/
SIGNATORY'S NAME	Linda M. Byrne
SIGNATORY'S POSITION	Attorney of record, Minnesota bar member
SIGNATORY'S PHONE NUMBER	651-259-2302
DATE SIGNED	10/13/2014
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Oct 13 18:30:34 EDT 2014
TEAS STAMP	USPTO/RFR-207.229.219.45-20141013183034478781-86031010-500422692e0a8ae53e692ea2282f795cb323877c83f12a0d3cfbf85a669e14a023-N/A-N/A-20141013181620174449

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86031010** has been amended as follows:

ARGUMENT(S)
In response to the substantive refusal(s), please note the following:

Please see the actual argument text attached within the Evidence section.

EVIDENCE
Evidence in the nature of a Request for Reconsideration and a Notice of Appeal (concurrently filed with the Trademark Trial and Appeal Board) has been attached.
Original PDF file:
evi_20722921945-20141013181620174449_._Request_for_Reconsideration_101314.pdf
Converted PDF file(s) (4 pages)
Evidence-1
Evidence-2
Evidence-3
Evidence-4
Original PDF file:
evi_20722921945-20141013181620174449_._Notice_of_Appeal_101314.pdf
Converted PDF file(s) (2 pages)
Evidence-1
Evidence-2

ADDITIONAL STATEMENTS
Disclaimer
No claim is made to the exclusive right to use SOLUTIONS apart from the mark as shown.

Section 2(f) Claim of Acquired Distinctiveness, based on Evidence
The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

Original PDF file:
e2f-20722921945-181620174_._Executed_Dec_of_Distinctiveness_101314.pdf
Converted PDF file(s) (5 pages)
2(f) evidence-1
2(f) evidence-2
2(f) evidence-3
2(f) evidence-4
2(f) evidence-5
Original PDF file:
e2f-20722921945-181620174_._Exhibits_A-N.pdf
Converted PDF file(s) (20 pages)
2(f) evidence-1
2(f) evidence-2
2(f) evidence-3
2(f) evidence-4

2(f) evidence-5
2(f) evidence-6
2(f) evidence-7
2(f) evidence-8
2(f) evidence-9
2(f) evidence-10
2(f) evidence-11
2(f) evidence-12
2(f) evidence-13
2(f) evidence-14
2(f) evidence-15
2(f) evidence-16
2(f) evidence-17
2(f) evidence-18
2(f) evidence-19
2(f) evidence-20

Miscellaneous Statement
In the event that the Examining Attorney does not accept Applicant's 2(f) claim, in the alternative, Applicant requests that this application be amended to seek registration on the Supplemental Register.

SIGNATURE(S)
Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or amendment to allege use (AAU) unsigned, all statements in the application or AAU and this submission based on the signatory's own knowledge are true, and all statements in the application or AAU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AAU: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(a) or AAU under 15 U.S.C. Section 1051(c), the signatory additionally believes that: the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce and has been using the mark in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the signatory additionally believes that: the applicant is entitled to use the mark in commerce; the applicant

has a bona fide intention and has had a bona fide intention as of the application filing date to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

Signature: /Linda M. Byrne/ Date: 10/13/2014
Signatory's Name: Linda M. Byrne
Signatory's Position: Attorney of record, Minnesota bar member
Signatory's Phone Number: 651-259-2302

Request for Reconsideration Signature
Signature: /Linda M. Byrne/ Date: 10/13/2014
Signatory's Name: Linda M. Byrne
Signatory's Position: Attorney of record, Minnesota bar member

Signatory's Phone Number: 651-259-2302

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86031010
Internet Transmission Date: Mon Oct 13 18:30:34 EDT 2014
TEAS Stamp: USPTO/RFR-207.229.219.45-201410131830344
78781-86031010-500422692e0a8ae53e692ea22
82f795cb323877c83f12a0d3cfbf85a669e14a02
3-N/A-N/A-20141013181620174449

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Immunochemistry Technologies, LLC	Examining Attorney: Regina C. Hines
Serial No.: 86/031,010	Law Office No.: 114
Filing Date: August 7, 2013	Docket: ICTL.103TM
Mark: ELISA SOLUTIONS	

REQUEST FOR RECONSIDERATION

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Dear Commissioner:

This Response is in reply to the Office Action dated April 11, 2014. This Request for Reconsideration is timely because October 11, 2014, was a Saturday, and Monday, October 13, 2014, was Columbus Day. Under the rules, this Request for Reconsideration is being filed within six months of the issuance of the Office Action.

Applicant requests that the application be amended to seek registration under Section 2(f).

In the event that the Examining Attorney is not persuaded by the Applicant's Declaration of Acquired Distinctiveness, please amend this application to the Supplemental Register.

Applicant disclaims the word SOLUTIONS for the mark as a whole.

Remarks

This Response is being filed prior to the deadline of Tuesday, October 14, 2014, and is therefore timely. Reconsideration and withdrawal of the Examining Attorney's rejection is respectfully requested.

I. Descriptiveness Rejection and Declaration of Acquired Distinctiveness

The Examining Attorney has refused registration on the Principal Register on the basis that ELISA SOLUTIONS is merely descriptive of Applicant's goods.

Applicant respectfully asserts that ELISA SOLUTIONS has acquired distinctiveness by virtue of Applicant's extensive sales and advertising of goods associated with the ELISA SOLUTIONS trademark. Enclosed is a Declaration of Acquired Distinctiveness and Exhibits to support the fact that ELISA SOLUTIONS has acquired distinctiveness under Trademark Action Section 2(f). The Declaration has been verified by an authorized representative of Applicant. Applicant respectfully asserts that its evidence of secondary meaning is sufficient to establish that ELISA SOLUTIONS has acquired distinctiveness under Section 2(f).

II. Alternative Argument: Supplemental Register

As stated above, Applicant respectfully submits that ELISA SOLUTIONS has acquired distinctiveness, as supported by the Enclosed Declaration of Distinctiveness. However, in the event that the Examining Attorney does not accept Applicant's 2(f) claim, in the alternative, Applicant requests that this application be amended to seek registration on the Supplemental Register. The applicable rules expressly permit this type of alternative argument. TMEP 816.04.

III. Disclaimer Requirement

The Examining Attorney requests disclaimer of the word "SOLUTIONS." As shown above, Applicant has complied with this disclaimer requirement.

IV. Notice of Appeal

Applicant wishes to preserve its right to appeal in the event that the Examining Attorney does not withdraw her rejection of ELISA SOLUTIONS. Accordingly, enclosed is a Notice of Appeal (and required fee) to enable Applicant to preserve its rights. However, Applicant is optimistic that the Examining Attorney will withdraw her rejection of ELISA SOLUTIONS.

As discussed in TMEP 715.04, the Applicant requests that the Trademark Trial and Appeal Board acknowledge the appeal, suspend further proceedings with respect to the appeal, including the Applicant's time to file an appeal brief, and remand the application to the Examining Attorney for review of the Request for Reconsideration.

V. Conclusion

The rules state that an amendment requesting registration on the Supplemental Register, or on the Principal Register under Section 2(f) are both proper responses to a final refusal of registration on the Principal Register.

As all of the matters raised by the Examining Attorney have been addressed, it is respectfully requested that the Examining Attorney approve the application for publication under Section 2(f).

If the Examining Attorney has any questions or comments regarding this application, please contact the undersigned at the telephone number listed below.

Respectfully submitted,

IMMUNOCHEMISTRY TECHNOLOGIES, LLC

By its attorney,

10/13/14

Linda M. Byrne, Reg. No. 32,404
Crawford Maunu PLLC
1150 Northland Drive, Suite 100
St. Paul, MN 55120
(651) 259-2302 phone
(651) 686-7111 fax
LByrne@ip-firm.com

Attachments: Declaration of Acquired Distinctiveness
Exhibits
Notice of Appeal

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Immunochemistry Technologies, LLC	Examining Attorney: Regina C. Hines
Serial No.: 86/031,010	Law Office No.: 114
Filing Date: August 7, 2013	Docket: ICTL.103TM
Mark: ELISA SOLUTIONS	

EX PARTE APPEAL FROM EXAMINER OF TRADEMARKS TO TRADEMARK TRIAL AND APPEAL BOARD

Commissioner for Trademarks
Box TTAB
P.O. Box 1451
Alexandria, VA 22313-1451

To the Trademark Trial and Appeal Board:

Applicant hereby appeals to the Trademark Trial and Appeal Board from the decision of the Trademark Examining Attorney refusing registration. This application covers a single class of goods.

Please deduct the required filing fee of $100.00 from our Deposit Account 500996 (ICTL.103TM) for the appeal of the above-referenced trademark application. Authority is given to charge/credit additional fees/overages to complete this filing.

The Applicant filed on October 13, 2014, a Request for Reconsideration of the Examining Attorney's final refusal, and respectfully request that the appeal be suspended and the application remanded to the Examining Attorney for consideration of the Request for Reconsideration.

If there are any questions regarding this Notice of Appeal, please contact the undersigned at the telephone number listed below.

Respectfully submitted,

IMMUNOCHEMISTRY TECHNOLOGIES, LLC

By its attorney,

Linda M Byrne 10/13/14

Linda M. Byrne, Reg. No. 32,404
Crawford Maunu PLLC
1150 Northland Drive, Suite 100
St. Paul, MN 55120
(651) 259-2302 phone
(651) 686-7111 fax
LByrne@ip-firm.com

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Immunochemistry Technologies, LLC	Examining Attorney: Regina C. Hines
Serial No.: 86/031,010	Law Office No.: 114
Filing Date: August 7, 2013	Docket: ICTL.103TM
Mark: ELISA SOLUTIONS	

DECLARATION OF ACQUIRED DISTINCTIVENESS UNDER TRADEMARK ACT SECTION 2(F) AND SUPPORTING DECLARATION

1. The undersigned declares that she is the Applicant's Vice President of Operations and Marketing, and has been employed by Applicant since 1996. She has promoted the sale and distribution of the ELISA SOLUTIONS products since Applicant launched those products at least as early as January 2008. The undersigned is authorized to execute this Declaration on behalf of Applicant.
2. Immunochemistry Technologies LLC is the owner of the ELISA SOLUTIONS trademark and above-identified application. The company uses the ELISA SOLUTIONS trademark in association with the following products ("the Goods"):

   > Enzyme-linked immunosorbent assay buffer solutions, namely, wash buffers, coat buffers, block buffers, phosphate buffered saline, conjugate stabilizers, secondary antibodies, sample diluents, assay diluents, colorimetric substrates and stop solutions, sold either alone or as a unit in diagnostic kits; and Enzyme-linked immunosorbent assay buffer solution accessories, namely, desiccants

3. The Applicant seeks registration under the provisions of Trademark Action Section 2(f), 15 U.S.C. Section 1052(f).

4. The ELISA SOLUTIONS mark has become distinctive of the Applicant's goods in interstate commerce as a result of substantially exclusive and continuous use by the applicant in interstate commerce for almost seven (7) years before the date on which this claim of distinctiveness is made.
5. As further evidence that the ELISA SOLUTIONS mark has become distinctive of the applicant's goods in commerce, Applicant offers several supporting exhibits which are incorporated by reference.
6. Applicant's ELISA SOLUTIONS products have been highly successful, and Applicant's sales of the ELISA SOLUTIONS products have steadily increased from 2008 to the present.
7. Immunochemistry Technologies LLC has extensively and continuously advertised and promoted its mark ELISA SOLUTIONS in advertising the Goods, beginning at least as early as January 2008, and continuing to the present. For example, attached is a two-page flyer for the ELISA SOLUTIONS Goods, dated September 2008 (Exhibit A).
8. Attached are the front and back of a print advertisement (featuring ELISA SOLUTIONS™) that Applicant distributed in 2011 and 2012 (Exhibit B). Attached is another print advertisement, which says, "Build a Better Assay with ELISA SOLUTIONS™" (Exhibit C).
9. Immunochemistry Technologies LLC has extensively advertised the Goods using its mark ELISA SOLUTIONS in several publications. For example, Immunochemistry Technologies LLC had distributed "Lab Offers" print flyers that were distributed with *Nature* magazine during 2011. A copy of the *Nature* magazine flyers are attached as Exhibits A and B.

10. In addition to the print advertisement associated with *Nature*, Immunochemistry Technologies LLC has also promoted its ELISA SOLUTIONS products in several online publications, including banner advertisements of the type shown in Exhibits A and B. Applicant's online ELISA SOLUTIONS advertisements have appeared: 1) in the "Lab Offers" promotion associated with *Nature* magazine, 2) in banner advertisements associated with Cold Spring Harbor Laboratory (<cshl.edu>), whose website states that this organization is "generating knowledge that will lead to better diagnostics and treatments for major diseases", and 3) banner advertisements associated with *Select Science* (<selectscience.net>), whose website states that *Select Science* is an "independent, expert-led scientific review resource for the worldwide scientific community." Applicant emails over 100,000 people per month with online promotional materials for ELISA SOLUTIONS products, such as the items shown in Exhibits A and B. The recipients of these emails are Applicant's customers and prospective customers. According to Applicant's research, about 13,000 people each month read Applicant's email and/or click for further information relating to the ELISA SOLUTIONS products.
11. Immunochemistry Technologies LLC has made significant advertising expenditures for advertising the Goods using the ELISA SOLUTIONS mark. From 2009 to the present, the approximate level of such annual expenditures is over $50,000.
12. Immunochemistry Technologies LLC has made an increasing level of sales of the ELISA SOLUTIONS Goods, with annual sales levels in excess $500,000 for 2012 to the present.
13. Immunochemistry Technologies LLC currently promotes and markets the Goods using the ELISA SOLUTIONS trademark at its website: <immunochemistry.com>. Attached as Exhibit

D are two current web pages from Applicant's website that feature the ELISA SOLUTIONS trademark. In addition, attached as Exhibit E is a 2009 web page featuring ELISA SOLUTIONS. Attached as Exhibit F are three web pages from Applicant's 2010 website featuring ELISA SOLUTIONS.

14. Immunochemistry Technologies LLC distributes catalogs that feature the ELISA SOLUTIONS trademark. The cover page from the 2009 catalog (with the words "ELISA SOLUTIONS Catalog") is attached as Exhibit G. The cover page from the 2010 catalog is attached as Exhibit H. The cover page from the 2011 catalog (with the words "ELISA SOLUTIONS Catalog") is attached as Exhibit I. The cover page from the 2012 catalog (with the words "ELISA SOLUTIONS Catalog") is attached as Exhibit J. The cover page from the 2013 catalog (with the words "ELISA SOLUTIONS") is attached as Exhibit K.
15. Immunochemistry Technologies LLC has featured the ELISA SOLUTIONS trademark on labels for the Goods since at least as early as 2012, continuing through to the present. Attached as Exhibit L is Applicant's template for labels for a variety of products. On the actual labels affixed to the Goods, the generic name of the product appears instead of the words "General Block" that appear on Exhibit L. The top of each of Applicant's ELISA SOLUTIONS labels states, "Build a better assay with ELISA Solutions™."
16. Immunochemistry Technologies LLC has featured the ELISA SOLUTIONS trademark on trade show displays. Photographs of the front and back of such a trade show display is attached as Exhibit M, which illustrates the type of display Applicant used in 2010-2013. A photograph of an ELISA SOLUTIONS trade show banner (with the words "ELISA Solutions™") is attached as Exhibit N.

The facts set forth in this Declaration are true, and all statements made on information and belief are believed to be true. These statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and such willful false statements may jeopardize the validity of this application or any registration resulting therefrom.

Respectfully submitted,

IMMUNOCHEMISTRY TECHNOLOGIES, LLC

Sally A. Hed

Date: October 13, 2014

Sally A. Hed
Vice President of Operations and Marketing

Attached: Exhibits A-N

Immunochemistry TECHNOLOGIES, LLC

ELISA Solutions

Improve the performance of your ELISA.

ImmunoChemistry Technologies (ICT) offers a comprehensive line of high-quality buffers, diluents, and solutions for the preparation and execution of ELISA tests.

ICT's unique ELISA enhancement reagents and products address the issues that typically plague scientists as they develop their ELISAs - specificity, sensitivity, reproducibility, and shelf life. These reagents have been specifically optimized for a 96-well microtiter plate system, and can be applied in other assay techniques as well. ICT offers 7 types of ELISA diluents and reagents.

READ MORE

ELISA Solutions

READ MORE **Plate Coating Buffers**

READ MORE **Block Buffers**

READ MORE **HRP-Conjugate Stabilizer Diluents**

READ MORE **Assay Diluents**

READ MORE **Sample Diluents**

READ MORE **Wash Buffer**

READ MORE **Phosphate Buffered Saline**

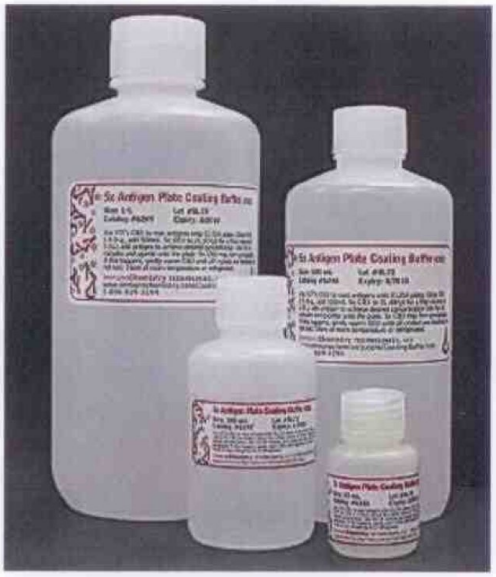

EXHIBIT A

No Shipping Charges...

with any ELISA Solutions order of $500 or more when you mention offer code #ELISA08AE.

This offer is valid on orders shipped within the continental United States through October 31, 2008 for any combination of ELISA Solutions (CB, BB, CD, SD, AD, WB, PB).

EXHIBIT B

BUILD A BETTER ASSAY WITH ELISA SOLUTIONS™

Blocking Buffers, Stabilizers, Substrates, and Diluents for ELISA Optimization

ImmunoChemistry TECHNOLOGIES LLC

EXHIBIT C

CATEGORIES

New Products

Apoptosis Assays

ELISA Solutions

- Plate Coating Buffers
- Blocking Buffers
- Conjugate Stabilizer Diluents
- HRP Products
- HRP-Conjugated Secondary Antibodies
- Assay Diluents
- Sample Diluents
- ELISA Wash Buffer
- Phosphate Buffered Saline
- Substrates for ELISA and Immunoblotting, TMB, ABTS, pNPP
- Stop Solutions for Substrates
- ELISA Development Template Kits
- Rapid Isotyping Kit
- Microliter Plates & Accessories

Ancillary Research Reagents

Recombinant Proteins

In Vivo Apoptosis Imaging Tracers

Promotions

ELISA Solutions

Better Assay Development. Better Blocking Buffers.

ELISA development is a core specialty at ICT. We offer a full line of ELISA blocking buffers, wash buffers, and immunoassay components for *in vitro* diagnostic assay development and manufacturing.

Optimize your ELISA detection system from start to finish with ICT's ELISA buffers, conjugate stabilizers, solutions, and EIA/ELISA accessories.

Build a Better Assay™: Optimize Immunoassay Performance

- **Minimize background** and enhance signal-to-noise ratios for improved assay sensitivity. ICT's ELISA Solutions provide efficient **plate coating**, **ELISA plate blocking**, **sample dilution**, **conjugate stabilization**, and **plate washing** between incubation steps, all of which promote a strong signal while minimizing nonspecific binding and background noise, thus improving assay sensitivity.
- **Improve precision** and reduce plate-to-plate variability. Using ICT's protein stabilizing buffers, plates may be prepared in batches to be used over time, which increases consistency and provides improved plate-to-plate precision over extensive storage periods.
- **Increase assay reproducibility:** By using consistent reagents from a reliable source, custom immunoassays or ELISAs will become more reproducible.
- **Promote a higher specific signal**: Minimize nonspecific binding with specialized blocking and stabilizer formulations
- **Stabilize protein conjugates** with ICT's alkaline phosphatase and **horseradish peroxidase conjugate stabilizers**.
- **Increase the shelf-life** of prepared microtiter plates by stabilizing adsorbed proteins with our coating and blocking buffers. Depending on the activity of the coated protein, microtiter plates may be stored at RT or 2°-8°C for several months, or even years under proper conditions, when using ICT's immunoassay detection reagents, ELISA buffers, and diluents.

Plate Coating Buffers
Blocking Buffers
Conjugate Stabilizers
Assay Diluents
Sample Diluents
Colorimetric Substrates
Stop Solutions

Affipure HRP Anti-IgG Secondaries
Conjugation-Ready HRP Maleimide
Rapid Monoclonal Isotyping Kit
ELISA Plates and Accessories
ELISA Development Template Kits
ELISA Wash Buffer
Phosphate Buffered Saline

Antibody Sandwich ELISA

ELISA Without Block Buffer

ELISA With Block Buffer

ELISA Blocking Buffers

Our ELISA Blocking Buffers efficiently block assay wells, minimizes background noise, and stabilize coated protein. Proper blocking of unoccupied areas of the ELISA/EIA plate wells reduces nonspecific binding and enables an accurate signal.

ICT's ELISA Blocking Buffer formulations reduce nonspecific binding of sample and assay components to the ELISA well while stabilizing the coated protein. Six formulations offer various benefits to different assay situations.

Order online: ELISA Blocking Buffers

Featured Blocking Buffer: Alternative Block Synthetic ELISA Blocking Buffer

EXHIBIT D

2014 FLUORESCENT PROBES APPLICATION GUIDE

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Cytotoxicity 12-13
FLISP™ 14
Cellular Dyes 15

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FPAG/08/18/14ec

ImmunoChemistry TECHNOLOGIES LLC

ImmunoChemistry Technologies, LLC
9401 James Avenue South, Suite #155
Bloomington, MN 55431 USA

1-800-829-3194
952-888-8788
952-888-8988 fax

ELISA SOLUTIONS

Optimize your Assay's Performance from Start to Finish

An ELISA, or Enzyme-Linked ImmunoSorbent Assay, is a biochemical test used to detect an antibody or an antigen in a sample. ELISAs are used as diagnostic tools in medicine and plant pathology, as valuable investigative tools in research laboratories, and can play a critical role in quality control assessments.

ImmunoChemistry Technologies offers a comprehensive line of high-quality buffers, diluents, and stabilizers for the preparation and execution of ELISA tests. From start to finish, these reliable assay solutions help to control multiple variables and address complex issues including matrix effects, non-specific binding, and signal-to-noise ratio problems.

Build a Better Assay:

Plate Coating Buffers The first step in making a reliable ELISA is proper coating of the antibody or antigen onto the plate. ICT has specifically formulated 2 plate coating buffers for use with antibodies and antigens.

Block Buffers Once the antibody or protein antigens have been properly adsorbed onto the plate, the next critical step in creating a reliable assay is the blocking of the plate.

Conjugate Stabilizer Diluents ICT has formulated a group of seven unique stabilizing diluents designed to prolong the shelf-life of HRP-conjugated and AP-conjugated proteins and to enhance their utility in ELISA applications.

HRP-Conjugated Secondaries *"NEW"* AffiPure, Fc specific, goat anti-IgG isotype HRP conjugates for ELISA and Western Blotting

Conjugation-Ready HRP, Maleimide-Activated *"NEW"*

Assay Diluents ICT's assay diluents are proprietary buffer formulations designed to equalize any differences between the sample matrix (serum, plasma, urine, cell culture fluid) and the diluent used to generate the standard curve.

Sample Diluents A sample diluent is a buffer used to dilute test samples so they read within the functional range of the assay. ICT has created 3 proprietary sample diluent formulations for use with antigen-down and sandwich ELISAs.

Wash Buffer WB1 is used to rinse microtiter plates during the coating process and between reagent addition steps of an ELISA. It is a universal ELISA wash buffer; it may be used with antibody-sandwich ELISAs and antigen-down ELISAs.

Phosphate Buffered Saline PB1 is a well-tested formulation of buffers and salts designed to effectively balance the pH without disrupting antibody-sandwich ELISAs and antigen-down ELISA binding reactions.

Substrates Substrates are used to generate the read-out signal of the ELISA assay.

Stop Solutions Stop Solutions are used to prevent further color development of the substrate in an ELISA assay.

Assay Development Kits ImmunoChemistry Technologies provides complete assay kits to facilitate the development of your own standard assay. Purchasing the complete Kit is more economical than buying the individual reagents.

Accessories
Essentials for ELISA development and manufacturing: 96-well plates, foil storage bags, adhesive plate sealing film, desiccant packs, and plate template notepads.

Expert Lab Services
Custom Lab Solutions Our business started this way! Consultation or services for each stage of assay development, from feasibility to plate coating.

ICT has specifically formulated several buffers, diluents, and stabilizers for immunoassay development and manufacturing.

Why Develop it Yourself When We Have the Solution?

ELISA Solutions Product and Price List (PDF)

Order Form (Doc)

ICT NEWS

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EXHIBIT E

Immunochemistry TECHNOLOGIES, LLC
9401 James Ave. S. #155, Bloomington, MN 55431
1-800-829-3194, 952-888-8788, fax 952-888-8968

ELISA Diluents & Services

ELISA Solutions

Improve the performance of your assay

ImmunoChemistry Technologies (ICT) offers a comprehensive line of high-quality buffers, diluents, and solutions for the preparation and execution of ELISA tests. From start to finish, these reliable assay solutions control variables and address complex issues including matrix effects, non-specific binding, and signal-to-noise ratio. These reagents have been specifically optimized for a 96-well microtiter plate system, and can be applied in other assay techniques as well.

800-829-3194

ICT offers reliable ELISA solutions:

1. Plate Coating Buffers
2. Block Buffers
3. Conjugate Stabilizer Diluents
4. Assay Diluents
5. Sample Diluents
6. Wash Buffer
7. Phosphate Buffered Saline
8. Substrates
9. Stop Solutions
10. Assay Development Kits

Learn more by browsing our **new catalog!**

Price List (pdf) or link to webpage

ICT's ELISA diluents may help you:

- **Improve precision and reduce plate-to-plate variability.** Using ICT's stabilizing diluents, plates may be prepared in batches to be used over time, which increases consistency and provides improved plate-to-plate precision over extensive storage periods.
- **Increase assay reproducibility.** By using consistent reagents from a reliable source, your ELISAs may become more reproducible.
- **Enhance signal-to-noise ratios for improved assay sensitivity.** ICT's ELISA reagents provide efficient plate coating and blocking, sample and conjugate dilution, and plate washing between incubation steps, which promote a strong signal while minimizing the nonspecific signal (noise), thus improving assay sensitivity.

EXHIBIT F

- **Minimize sample matrix effects.** Use of ICT's sample and assay diluents can reduce errors induced from the sample solution that may result in under-estimation of the concentration of the analyte in biological samples.
- **Conserve valuable reagents.** Use of ICT's coating and blocking buffers promotes a higher specific signal, therefore less of your antigen or antibody may be needed in the plate coating process. In addition, a lower concentration of detection molecules may be needed to generate a signal.
- **Increase the shelf-life of your plates.** Depending on the activity of the coated protein, plates may be stored at RT or 2°-8°C for several months, or even years under proper conditions when using ICT's diluents.

Plate Coating Buffers

The first step in making a reliable ELISA is proper coating of the antibody or antigen onto the plate. ICT has developed 2 coating buffers based on the type of ELISA being made. ICT's 5x Universal Antibody Plate Coating Buffer (CB1) is a unique buffer used to coat antibodies onto polystyrene microtiter ELISA plates, and can be used for antibody-sandwich ELISAs as well as antigen-down ELISAs. ICT's 5x Antigen Coating Buffer (CB2) is designed for antigen-down ELISAs. Both coating buffers stabilize coated proteins by maintaining their tertiary three-dimensional structure, allowing for greater binding reactivity with the detection molecule, thereby enhancing the specific signal.

Blocking and Stabilizer Buffers

Once the antibody or protein antigens have been properly adsorbed onto the plate (we suggest using ICT's Plate Coating Buffer, CB1), the next critical step in creating a reliable assay is the blocking of the plate. Blocking is done to protect the coated protein from harsh external conditions while masking any uncoated regions on the plate. As the blocking process has a profound effect on both the specific and nonspecific signals generated in the assay, the proper selection of block buffer is a key element in the preparation of a functional ELISA. The proper block buffer can increase sensitivity, reduce nonspecific binding, and lengthen the shelf-life of the coated plate. Because ELISAs may be configured in several ways, each with unique blocking requirements, ICT has created 4 proprietary block buffer formulations for use with sandwich and antigen-down ELISAs. They are:

BB1 General Low-Level Blocker with BSA.

BB2 Neptune Block with Nonmammalian (fish) proteins, for extra blocking strength.

BB3 SynBlock, based on small synthetic non-protein blocking molecules, for ELISAs that require extra blocking strength.

BB4 Phosph-Free Blocker, does not contain any phosphates nor any animal proteins. It is ideal for ELISAs using alkaline phosphatase detection systems, and ELISA with super sensitivity requirements.

If you would like to test our first three blockers in your assay system, just buy the optimization pack: it includes 1 100mL bottle of each BB1, BB2, and BB3.

HRP-Conjugate Stabilizer Diluents

ICT has formulated a group of unique stabilizing diluents designed to prolong the shelf-life of HRP-conjugated proteins and enhance their utility in ELISA applications. These conjugate stabilizer diluents can be used to reconstitute lyophilized conjugates, and to dilute concentrated conjugates into the useful range of the assay. HRP-conjugated antibodies are often unstable and can lose a significant level of activity within a short time after rehydration and dilution unless properly stored. This loss of activity is based on two factors: denaturization of the HRP-IgG protein complex; and destabilization of the catalytic region of the HRP. ICT's proprietary formulations preserve the

Assay Diluents

ICT's assay diluents are proprietary buffer formulations designed to equalize any differences between the sample matrix (serum, plasma, urine, cell culture fluid) and the diluent used to generate the standard curve. These diluents also reduce nonspecific interactions between the sample matrix proteins and the plate surface which translates into lower background noise. Assay diluents are pipetted directly onto the plate just prior to adding the samples, and may be used with neat or diluted samples, depending on the characteristics of the sample matrix and the target range of the assay. Since different sample matrices have unique characteristics when run in an ELISA, they must be matched with specific assay diluents. Use of an assay diluent reduces the effects of the sample matrix and variation among samples, without pre-dilution of the samples. ICT has created 4 proprietary assay diluent formulations for use with sandwich and antigen-down ELISAs:

AD1 General Assay Diluent for Serum & Plasma Samples.

AD2 IgM-Reducing (Positive Interference) Assay Diluent for Serum & Plasma Samples.

AD3 Neptune Assay Diluent for Serum & Plasma samples.

AD4 Antigen-Down Assay Diluent for Serum and Plasma samples.

If you would like to test all four in your assay, buy the optimization pack: it includes 1 100mL bottle of each AD.

Sample Diluents

ICT's unique serum sample diluents are specifically formulated for dilution of animal and bird serum samples in antigen-down ELISA formats. Sample diluents are utilized to dilute serum or antigen samples into the functional range of the assay. Due to the finite binding capacity of the coated ELISA plate surface, certain high samples may overload this capacity, thus requiring dilution prior to testing in the assay. Sample diluents can also reduce background noise associated with nonspecific bridging of signal-generating conjugates to the plate surface. Hyperimmunized serum samples contain nonspecific IgG antibody that may interfere with the titration signal. Proprietary additives have been incorporated into these diluents that minimize nonspecific binding interactions of the nonspecific IgG in the samples, thus decreasing background noise. These sample diluents can be used to titrate rabbit, mouse, goat, and chicken serum samples, along with monoclonal cell culture supernatants. Antigen samples may also be diluted with sample diluents for evaluation in sandwich ELISA formats. ICT has created 3 proprietary sample diluent formulations for use with antigen-down and some sandwich ELISA applications:

SD1 General Sample Diluent for Serum, Ascites, and

integrity of the antibody binding regions while maintaining the enzymatic functionality of the HRP enzyme. ICT has created 6 proprietary conjugate diluent formulations for use with sandwich and antigen-down ELISAs (all at 5x), and 1 conjugate stabilizer for use with alkaline phosphatase assays (at 1x):

CS1 Monoclonal/Polyclonal Conjugate Diluent & Stabilizer.
CS2 Antigen-Down Conjugate Diluent & Stabilizer.
CS3 Polyclonal/Polyclonal Conjugate Diluent & Stabilizer.
CS4 Monoclonal/Goat- Polyclonal Conjugate Diluent & Stabilizer.
CS5 Monoclonal /Rabbit- Polyclonal Conjugate Diluent & Stabilizer.
CS6 Conjugate Stock Stabilizing Reagent.
CS7 Alkaline Phosphatase Enzyme Conjugate Stabilizer.

Cell Culture Supernatant Samples.
SD2 Plasma Sample Diluent for Antigen-Down testing of Plasma Samples.
SD3 Neptune Sample Diluent.
If you would like to test all three in your assay, buy the optimization pack: it includes 1 100mL bottle of each SD.

Wash Buffer

ICT's Universal ELISA Wash Buffer is a well-tested formulation of buffers, salts, and detergents designed to effectively remove excess material from microtiter plates without disrupting ELISA binding reactions. By maintaining the proper buffering environment, unbound components can be washed away without suppressing antigen-antibody binding interactions, thereby reducing nonspecific background noise and increasing the specific signal. ICT's Wash Buffer is compatible with all routinely used conjugate components such as HRP, AP, and avidin, among others.

PBS

ICT's 10X Phosphate Buffered Saline is a well-tested formulation of buffers and salts designed to effectively balance the pH without disrupting ELISA binding reactions.

Also use it as a base to create your own ELISA buffers or for other applications in the lab like dialyzing proteins and running samples over HPLC and Protein G columns.

ELISA Diluents Price List view / print as PDF

Learn more by browsing our
New catalog!

Order today! Just call 1-800-829-3194

Order now and receive your products fast - same-day shipping with next-day delivery is our norm!

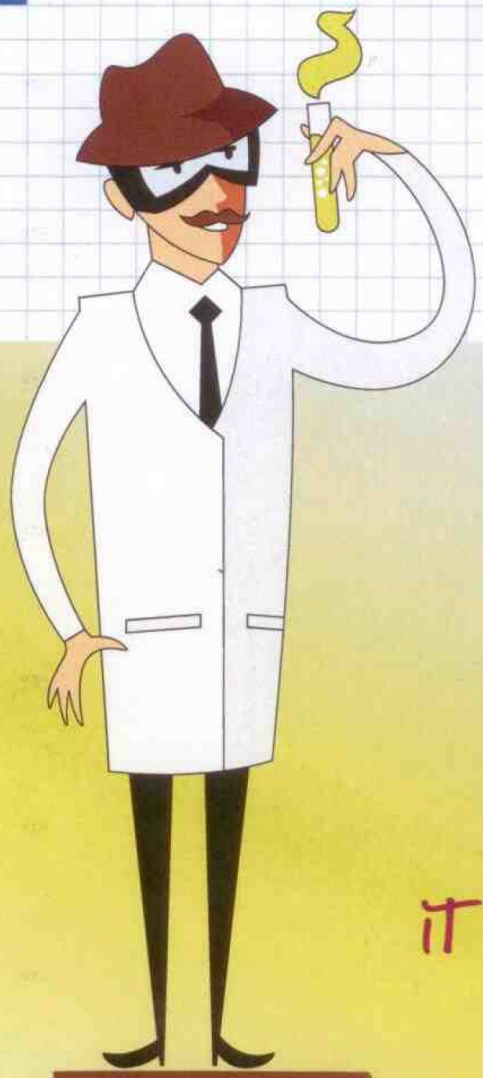
With each order...
Designed as a 96-well microtiter plate, these cool 4x6" sticky-notes will help keep your experiments organized.

Help! I can't get my assay to work!

Just give use a call at 1-800-829-3194. To help you develop your assay, ICT has provided some background information on ELISA technology (see What is an Immunoassay , What's in a test and what is an ELISA protocol?), some calculation worksheets (see How Do I Coat Plates), and offers consultation services in assay development (see Immunoassay Development).

Please contact Sally Hed with questions 952-888-8788 x10 sally@immunochemistry.com .

2009 ELISA SOLUTIONS CATALOG



WHY DEVELOP IT YOURSELF WHEN WE HAVE THE SOLUTION?

ImmunoChemistry TECHNOLOGIES LLC

EXHIBIT G

2010 ELISA SOLUTIONS CATALOG

WHY DEVELOP IT YOURSELF WHEN WE HAVE THE SOLUTION?

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EXHIBIT H

2011 ELISA SOLUTIONS CATALOG

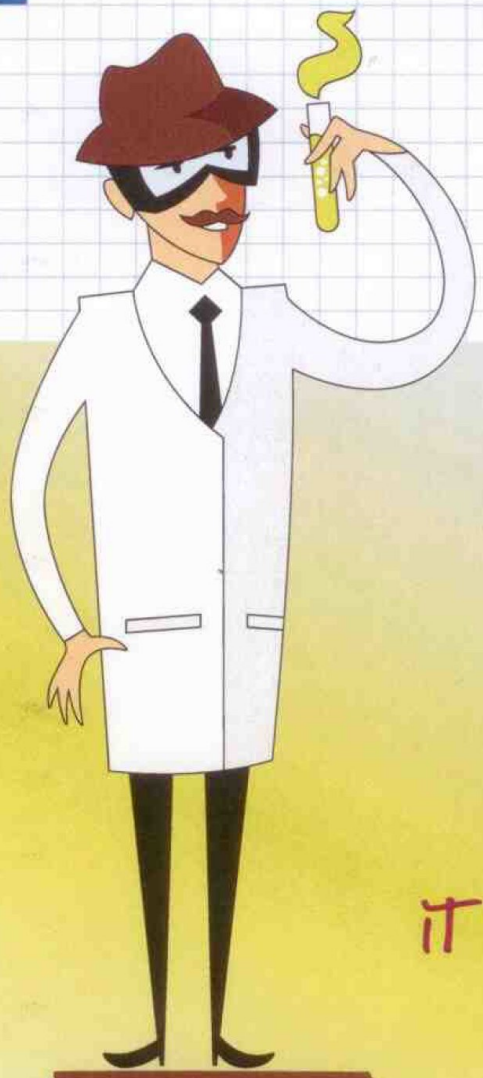

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EXHIBIT I

2012 ELISA SOLUTIONS CATALOG

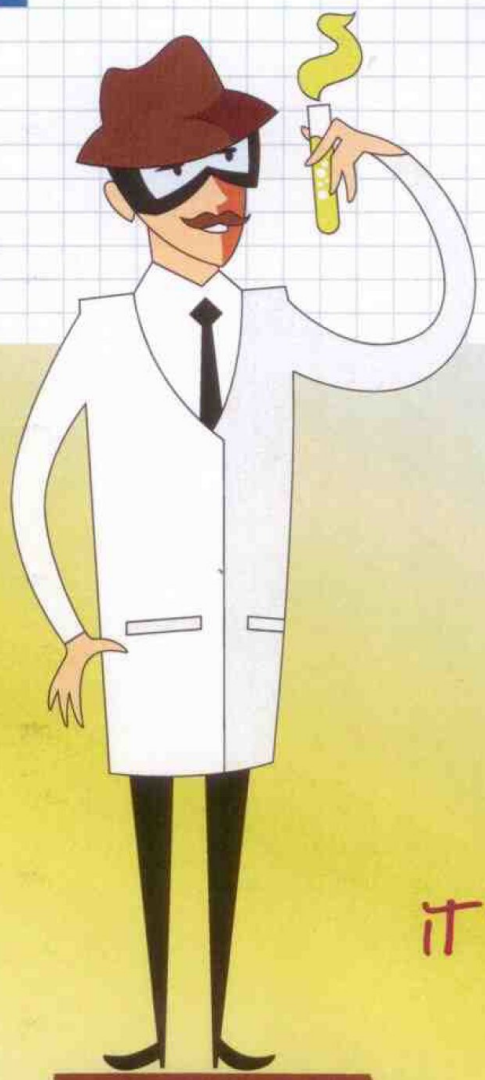

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EXHIBIT J

ImmunoChemistry TECHNOLOGIES LLC

ELISA Solutions

EXHIBIT K

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Build a better assay with ELISA Solutions™.

General Block

800-829-3194
immunochemistry.com

Catalog #632
Size: 100 mL
Lot #12MT10
Expiry: 09/2015
Store at 2-8°C.
Research use only.

Mammalian protein-based buffer with BSA used to stabilize plate-adsorbed proteins and reduce background noise in ELISAs.

ImmunoChemistry TECHNOLOGIES

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General Block

800-829-3194
immunochemistry.com

Catalog #633
Size: 500 mL
Lot #12MT10
Expiry: 09/2015
Store at 2-8°C.
Research use only.

Mammalian protein-based blocking buffer with BSA used to stabilize plate-adsorbed proteins and reduce background noise in ELISAs. After coating plates, wash, then add buffer to block uncoated surfaces and stabilize coated proteins. Once blocked, plates are ready to use or may be dried and packaged for long-term storage.

ImmunoChemistry TECHNOLOGIES

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General Block

800-829-3194
immunochemistry.com

Catalog #640
Size: 1 L
Lot #12MT10
Expiry: 09/2015
Store at 2-8°C.
Research use only.

Mammalian protein-based blocking buffer with BSA used to stabilize plate-adsorbed proteins and reduce background noise in ELISAs. After coating plates, wash, then add buffer to block uncoated surfaces and stabilize coated proteins. Once blocked, plates are ready to use or may be dried and packaged for long-term storage.

ImmunoChemistry TECHNOLOGIES

Build a better assay with ELISA Solutions™.

General Block

800-829-3194
immunochemistry.com

Catalog #659
Size: 10 L
Lot #12MT10
Expiry: 09/2015
Store at 2-8°C.
Research use only.

Mammalian protein-based blocking buffer with BSA used to stabilize plate-adsorbed proteins and reduce background noise in ELISAs. After coating plates, wash, then add buffer to block uncoated surfaces and stabilize coated proteins. Once blocked, plates are ready to use or may be dried and packaged for long-term storage.

ImmunoChemistry TECHNOLOGIES

2.5 x 1.5
Top left position of 2.5 x 1.5 label:
Group:
X: 0.4479
Y: 0.573
WxH: 2.3298 x 1.375

Step and repeat
horizontal: 2.625
vertical: 1.6875

Print perfect on Sharp MX3100N PS printer: by-pass tray, label stock, paper fed in 8.5" side, prints on bottom of paper (so put it in face down) with top of page towards the right and bottom of page towards the left so that the bottom feeds in first - TMH 050514.

2 x 4
Top left position of 2 x 4 label:
Group:
X: 0.2952
Y: 0.5939
WxH: 3.8139 x 1.8099

Step and repeat
horizontal: 4.1
vertical: 2

Print perfect on Sharp MX3100N PS printer: by-pass tray, label stock, paper fed in 8.5" side, prints on bottom of paper (so put it in face down) with top of page towards the right and bottom of page towards the left so that the bottom feeds in first - TMH 050514.

EXHIBIT L


Assess Damage with Fluorescent Reagents
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QUALITY REAGENTS
FLICA
quantify caspase activity in vitro
Magic Red
monitor caspases and cathepsins
FLIVO
detect apoptosis in vivo
MitoPT
measure mitochondrial permeability
Cytotoxicity
quantify necrosis and apoptosis
FLISP
PROVEN RESULTS
INFLAMMATION
DIABETES (NEURONS)
ISCHEMIC LIVER
EYE DISEASE
SOLUTIONS FROM START TO FINISH
COAT BUFFERS
BLOCK BUFFERS
Stabilize and Reduce Background Noise
ASSAY DILUENTS
SAMPLE DILUENTS
Reduce Sample Variability
CONJUGATE STABILIZERS
SUBSTRATES
Maximize the Signal
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Lyophilization
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Assay Development
Feasibility
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EXHIBIT M


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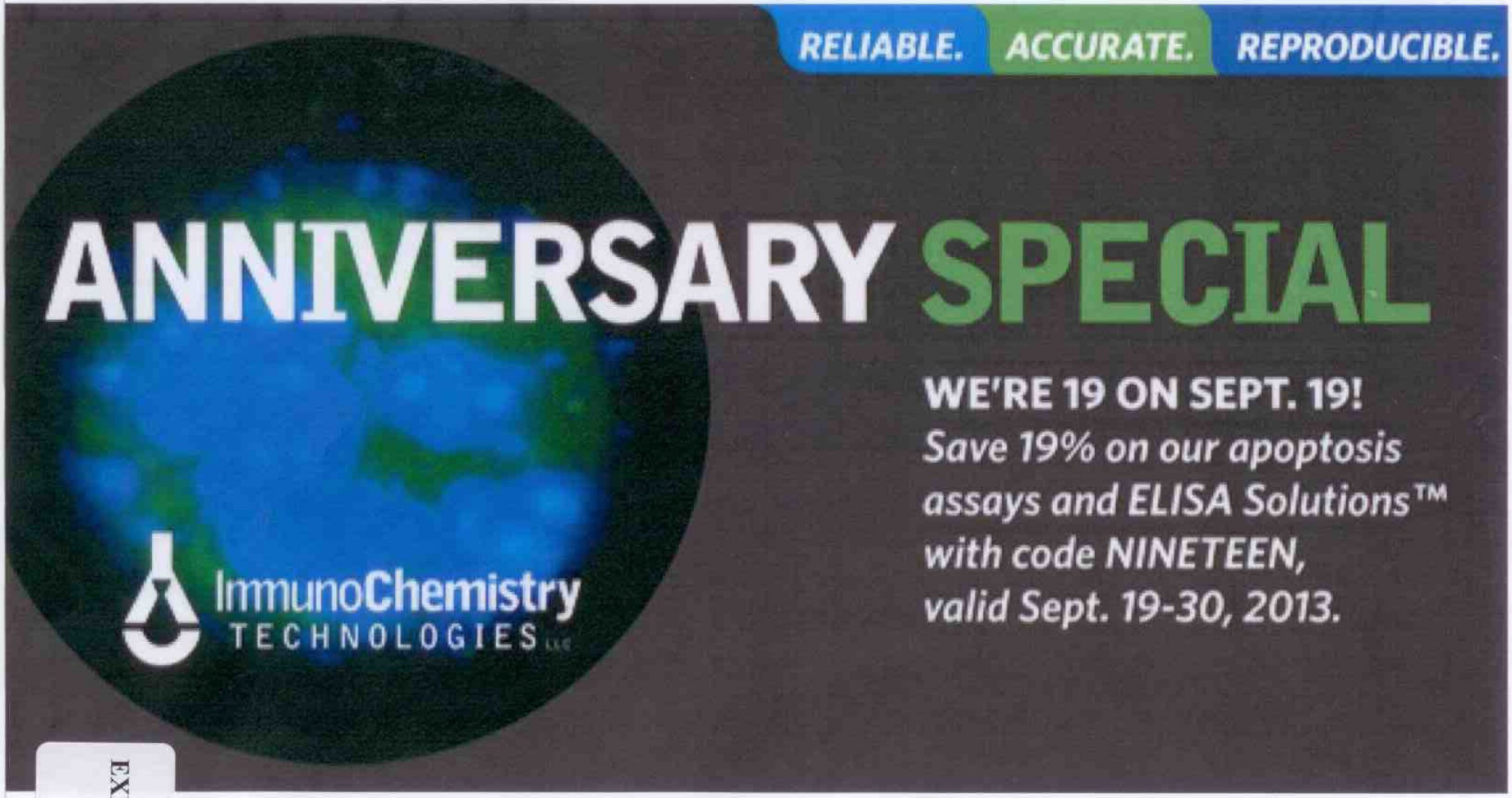
• Enzyme detection reagents
• ELISA Solutions
www.immunochemistry.com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